



Have your say

New Brighton Marine Promenade Masterplan Survey Report



Consultation: 09 October 2023 – 04 December 2023

Report: 24 January 2024

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1.0 Executive Summary

Wirral Council's Draft Local Plan has identified New Brighton as a priority area for regeneration, and Marine Promenade as an area in need of a detailed masterplan, to help shape the future of the town.

Two previous public engagement exercises have been conducted about New Brighton, which focused on issues and opportunities for New Brighton in Phase 1 and on local ideas for developing New Brighton Neighbourhood Framework in Phase 2.

All this information has been used to help support the design of an emerging draft Neighbourhood Framework for the area and a specific draft Marine Promenade Masterplan.

This third phase of engagement seeks to obtain participant opinion on the draft Masterplan for the Marine Promenade. Participant feedback will be used to review and finalise the draft masterplan. Once approved, the Masterplan will be used to guide planning decisions.

The Council is expecting to consult on a draft New Brighton Neighbourhood Framework in 2024

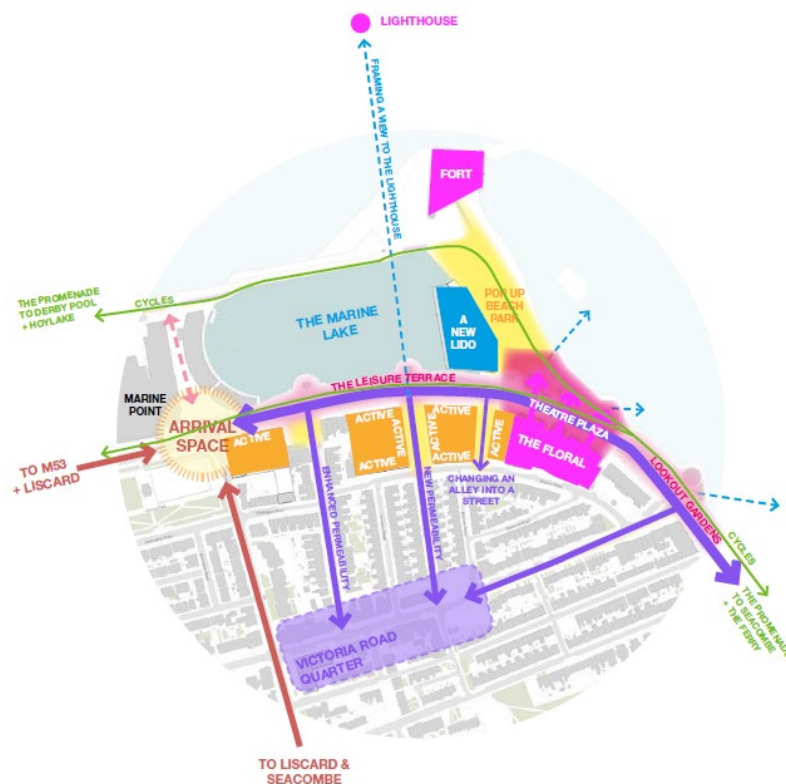


Figure 1: A map of the New Brighton Marine Promenade area with proposed options.

An online public consultation was conducted through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk between 09 October 2023 – 04 December 2023, with a

page dedicated to the Marine Promenade Masterplan Consultation. People were able to attend drop-in events to find out more about the proposed plan and could also send their feedback via paper copy surveys or directly by email.

The findings from the engagement work will be used to finalise the Marine Promenade masterplan and the Masterplan will be used to guide planning decisions once approved.

1.1 Key Findings

- The questionnaire was responded to by 481 people, 476 using the online survey and 5 returned paper copies.
- 74.0% of the responses said they were residents local to New Brighton, 23.4% said they were wider Wirral residents. 5.2% of responses came from local businesses. (Question 1).
- 85.3% said that the reason that they spend time in the area is that they live there. (Question 2).
- 59.2% of respondents said that they did support the masterplan overall. 24.7% said that they did not know whether they supported the masterplan and 16.1% did not support it. (Question 3).
- People believed that the greatest benefits / opportunities of this project were that it could:
 - 'Improve the image of the town,' (64.4%).
 - 'Encourage more visitors' (62.9%).
 - 'Deliver a new outdoor pool (lido)' (62.7%). (Question 4).
- Respondents were asked to what extent they agreed to the following statements. The average level of agreement was calculated out of 5, with 5 being highest level of agreement and one being the lowest. The average levels of agreement for each statement were:
 - The proposed masterplan would benefit local people and businesses in New Brighton. Average level of agreement 3.8 out of 5.
 - Active travel modes such as walking and cycling should be given priority over cars. Average level of agreement 3.3 out of 5.
 - Sensitively designed buildings of over 8-storeys would make a positive contribution to New Brighton. Average level of agreement 2.3 out of 5. (Question 5).
- When asked whether they had concerns about the masterplan, most people (51.9%) listed reasons other than those listed for selection. The main potential issues raised amongst the 'other' concerns were:
 - Reduction in parking provision (19.2%)
 - Inclusion of multi-storey/high rise buildings (19.2%). (Question 6)
- The top themes and suggestions arising around the masterplan were:

- Comments around a new Lido/outdoor pool (27.2%). Primarily that a new lido should be delivered.
- Comments against a reduction in parking provision (15.6%). Primarily the impact this could have on local businesses.

2.0 Methodology

Wirral Council is developing a masterplan for the future development of the Marine Promenade area. The Marine Promenade Masterplan aims to create a landmark mixed- use hub, driving new sustainable vibrance and activity; a place for the local community to be proud of, which brings a new community into its heart.

There are four key sites within the masterplan area:

- The Floral Pavilion
- New Palace Adventure Land
- Riverside Bowl
- Queens Hotel and Union Terrace

Alongside this, 'areas of influence' have been considered, these are:

- Marine Lake
- Former Co-op site

This consultation sought to obtain public feedback on the draft masterplan for the Marine Promenade. Engagement was carried out through survey and in person engagement events. The findings from the engagement work will be used to review and finalise the Marine Promenade masterplan.

2.1 Questionnaire

An online public consultation was conducted through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk between 09 October 2023 – 04 December 2023, with a page dedicated to the Marine Promenade Masterplan Consultation.

A set of information provided on the site included a map of the area, the New Brighton Marine Promenade Masterplan document an Executive Summary of the masterplan. The webpage also included the reports from the previous consultations as well as a frequently asked questions (FAQ) section.

To ensure accessibility for all, paper copies of the survey were available, and people were able to send in their representations to the Council and also contact the Council directly if they had any enquiries or required information in a different format.

The consultation questionnaire was developed around understanding stakeholder views on the masterplan's ability to address the following key areas:

- Enhanced permeability and framing of views – allowing for improved connection, movement circuits.
- A new sense of arrival.

- Activating the street scene – creating a diverse mix of street and upper levels.
- Enhanced public spaces.
- Car dominance – reduce off street parking and introduce temporary car parks.
- Cycle route – new improved connecting cycle route from New Brighton to Seacombe.
- Marine Promenade spine – linear park with smaller pocket parks.

To enable further understanding, and in-depth analysis, respondents were invited to provide free-text comments to expand on their ideas or concerns. Following closure of the consultation, the responses to each of the direct questions were collated and the responses included in this report. For the free-text comment questions, a text coding approach was used based on the reoccurring themes. This data was then collated and summarised in the report.

2.2 Analysis of Respondents

Respondents to the online tools were provided with the option to provide demographic information about themselves. It must be noted that this is an option and that not all respondents included this information. This data allows the demographic results to be included in this report to enable analysis of the scope of responses and representation from different demographic groups.

2.3 Interpretation of Results

In terms of the results, it is important to note that:

- The public consultation is not representative of the overall population but provides information the opinion of those residents who engaged.
- Free-text questions that offered respondents the option to provide written feedback could have covered multiple themes. Therefore, with free-text responses were categorised using a coding system. The percentages given, reflect the percentage of respondents who made the comment. As they may have made more than one comment, the total percentage may exceed 100%.
- For some questions, respondents were asked to select one or more options. The percentages given, reflect the percentage of responses each option received in total.

2.4 Direct Representations

Contact details were provided to enable organisations, groups, or special interest groups to directly submit their responses to the draft options.

2.5 In-Person Engagement Events

Two in-person drop in events were held at Wallasey Central Library on the 3 November and 4 November 2023 between 10am and 5pm each day.

The events were designed to enable all interested residents and stakeholders to find out more about the proposed masterplan, provide their feedback on the proposals and get any questions. A set of display information was provided at the events and details of the feedback provided was collected.

2.6 Communication

The consultation was promoted through the council's corporate digital communication channels. This included:

- Consultation on Have Your Say website.
- Organic social media post on council's corporate accounts
- Twitter Impressions/Posts – 9 October (14k views), 2 November (867 views), 8 November (2.1k views),
- Facebook: 3 posts | 297 comments | 296 reactions
- Media releases issued to local print and digital media, covered in Wirral Globe both paper and online editions (395.k monthly visitors), Liverpool Echo, The Express, BBC news as well as Yahoo news, Growth Platform and LBN Daily
- Five Wirral View news articles.
- Resident email to over 21,000 email addresses – with an average open rate of 49%: 20 October, 27 October, 3 November, 10 November, 17 November, 24 November, 1 December.

3.0 Results

3.1 The Questionnaire

The questionnaire was responded to by 481 people, 476 using the online survey and 5 returned paper copies.

3.1.1 Question 1: Tell us about your connection to the New Brighton Marine Promenade area.

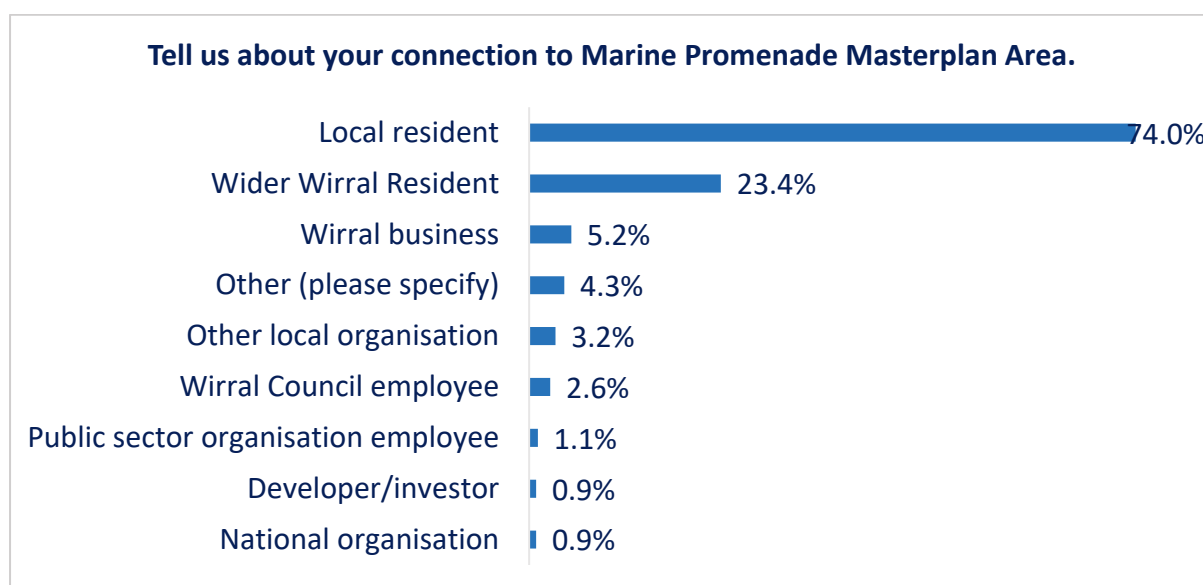


Figure 2: Tell us about your connection to the New Brighton Marine Promenade area.

This was a multiselect question, respondents could select more than one option.

74.0% of the responses said they were residents local to New Brighton and 23.4% said they were wider Wirral residents.

Tell us about your connection to Marine Promenade Masterplan Area.	Total	%
Local resident	345	74.0%
Wider Wirral Resident	109	23.4%
Wirral business	24	5.2%
Other (please specify)	20	4.3%
Other local organisation	15	3.2%
Wirral Council employee	12	2.6%
Public sector organisation employee	5	1.1%
Developer/investor	4	0.9%
National organisation	4	0.9%

Table 1: Tell us about your connection to the New Brighton Marine Promenade area.

3.1.2 Question 2: Do you currently spend time in the area? If so, what do you visit the area for?

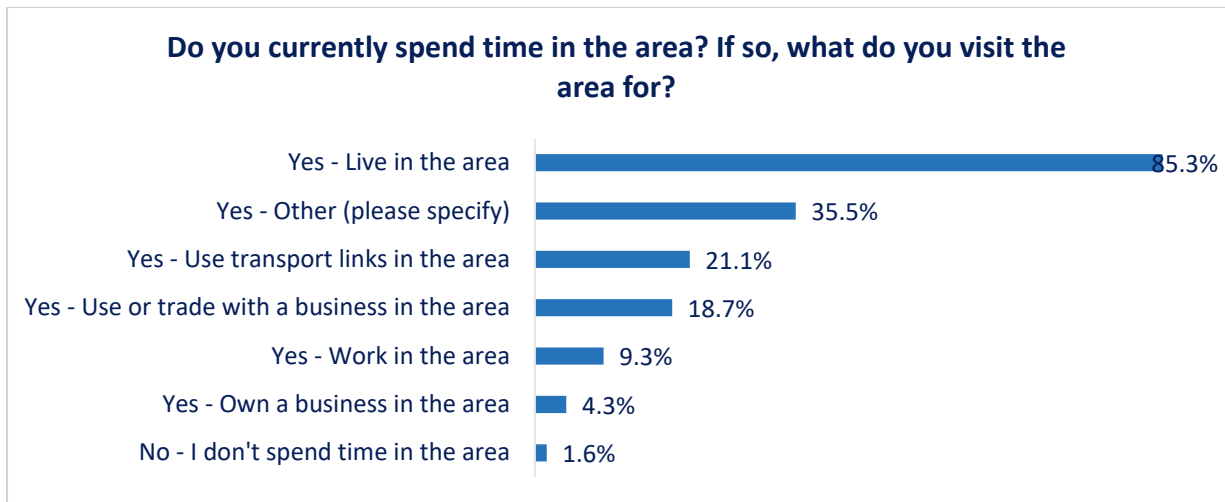


Figure 3: Do you currently spend time in the area? If so, what do you visit the area for?

85.3% said that the reason that they spend time in the area is that they live there. 35.5% had an 'other' reason to visit New Brighton, predominantly for leisure activities such as walking, cycling, swimming and to visit businesses such as the cinema, theatre, restaurants, cafes, and bars.

Do you currently spend time in the area? If so, what do you visit the area for?	Total	%
Yes - Live in the area	320	85.3%
Yes - Other (please specify)	133	35.5%
Yes - Use transport links in the area	79	21.1%
Yes - Use or trade with a business in the area	70	18.7%
Yes - Work in the area	35	9.3%
Yes - Own a business in the area	16	4.3%
No - I don't spend time in the area	6	1.6%

Table 2: Do you currently spend time in the area? If so, what do you visit the area for?

3.1.2 Question 3: Overall, do you support this masterplan?

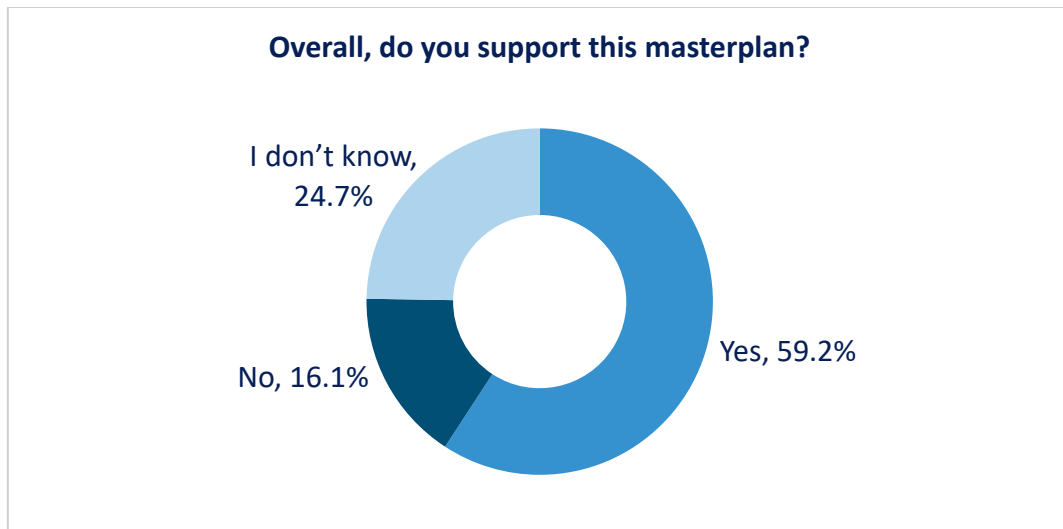


Figure 4: Overall, do you support this masterplan?

59.2% of respondents said that they did support the masterplan, overall. 24.7% said that they did not know whether they supported the masterplan and 16.1% did not support it.

Overall, do you support this masterplan?	Total	%
Yes	280	59.2%
No	76	16.1%
I don't know	117	24.7%

Table 3: Overall, do you support this masterplan?

3.1.3 Question 4: What do you think are the main benefits /opportunities this masterplan could deliver?

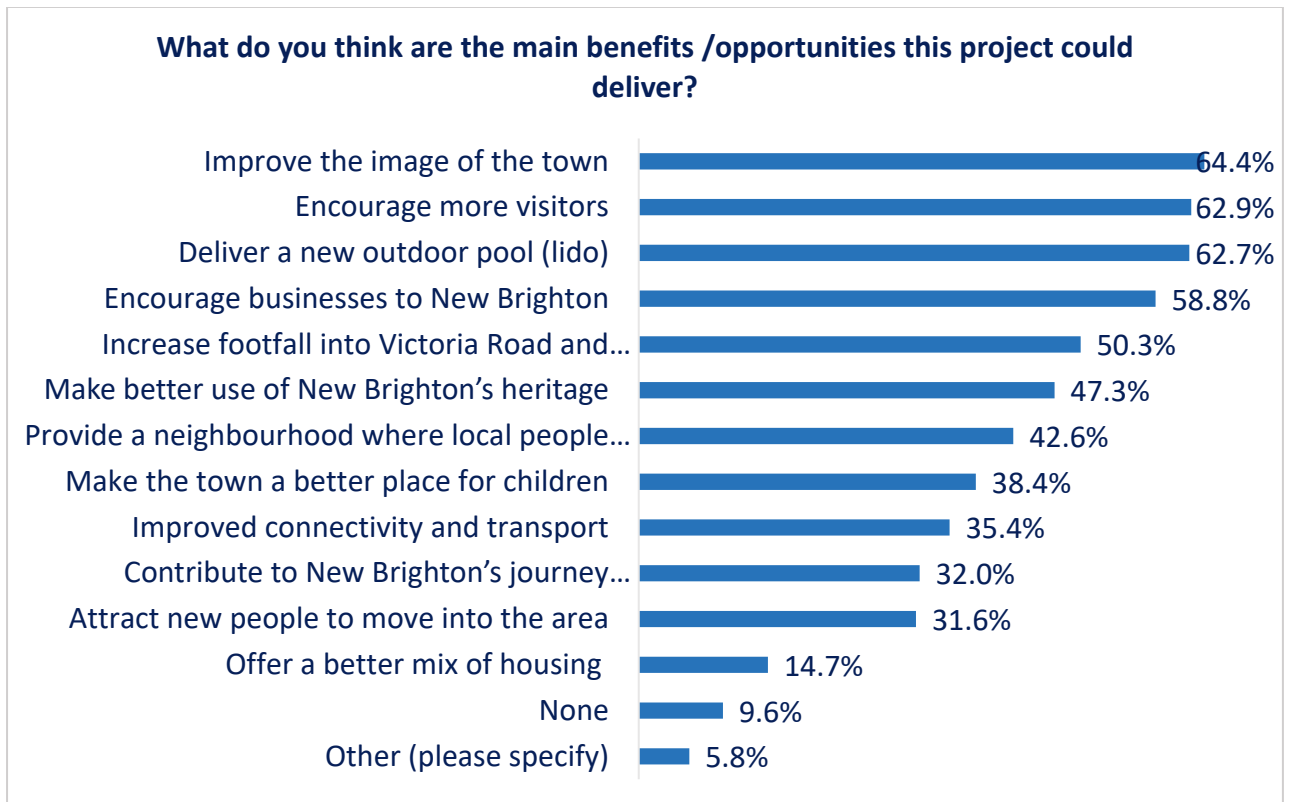


Figure 5: Benefits and opportunities

People believed that the greatest benefits / opportunities of this project were that it could:

- 'Improve the image of the town,' (64.4%).
- 'Encourage more visitors' (62.9%).
- 'Deliver a new outdoor pool (lido)' (62.7%).

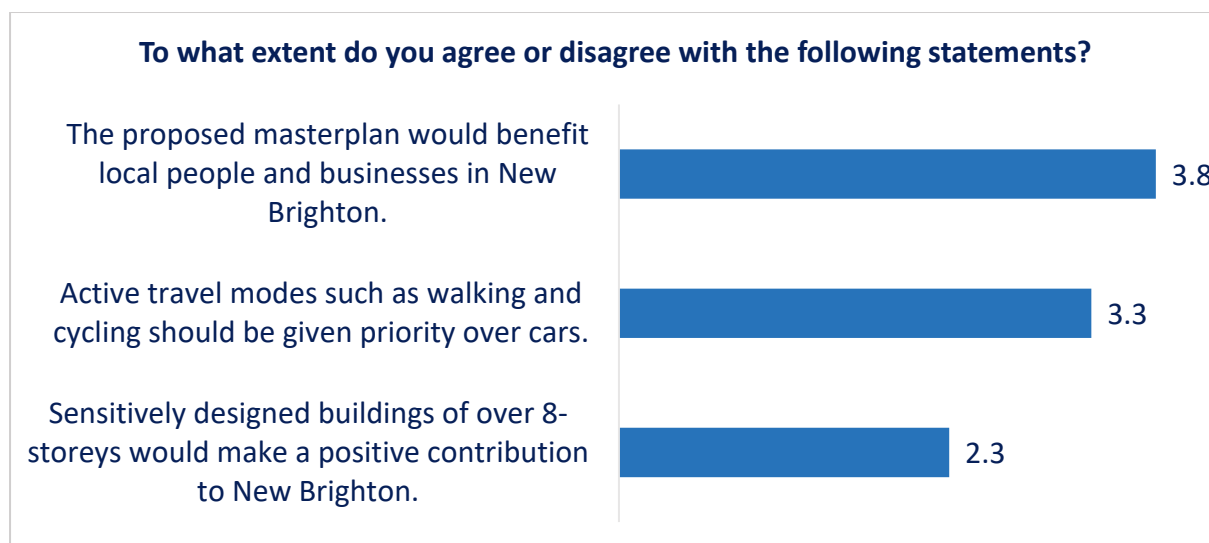
What do you think are the main benefits /opportunities this project could deliver?	Total	%
Improve the image of the town	302	64.4%
Encourage more visitors	295	62.9%
Deliver a new outdoor pool (lido)	294	62.7%
Encourage businesses to New Brighton	276	58.8%
Increase footfall into Victoria Road and support local businesses	236	50.3%
Make better use of New Brighton's heritage	222	47.3%
Provide a neighbourhood where local people may choose to stay and live	200	42.6%
Make the town a better place for children	180	38.4%
Improved connectivity and transport	166	35.4%
Contribute to New Brighton's journey towards being more sustainable	150	32.0%
Attract new people to move into the area	148	31.6%

What do you think are the main benefits /opportunities this project could deliver? Cont.	Total	%
Offer a better mix of housing	69	14.7%
None	45	9.6%
Other (please specify)	27	5.8%

Table 4: Benefits and opportunities



3.1.4 Question 5: To what extent do you agree or disagree with the following statements?



Respondents were asked to indicate their level of agreement to 3 statements using a scale ranging from Strongly Disagree (1) to Strongly Agree (5). An average score out of 5 was calculated for each statement, with 5 being most agreed with and 1 being least agreed with.

Statement 1: The proposed masterplan would benefit local people and businesses in New Brighton. This had an average level of agreement of 3.8 which is slight agreement.

Statement 2: Active travel modes such as walking and cycling should be given priority over cars. This had an average level of agreement of 3.3 which is slight agreement.

Statement 3: Sensitively designed buildings of over 8-storeys would make a positive contribution to New Brighton. This had an average level of agreement of 2.3 which is disagreement.

To what extent do you agree or disagree with the following statements?	Strongly Agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly Disagree (1)	Average
The proposed masterplan would benefit local people and businesses in New Brighton.	139	175	93	37	30	3.8
Active travel modes such as walking and cycling should be given priority over cars.	126	117	85	77	74	3.3
Sensitively designed buildings of over 8-storeys would make a positive contribution to New Brighton.	43	53	77	135	166	2.3

3.1.4 Question 6: Do you have any concerns about this masterplan?

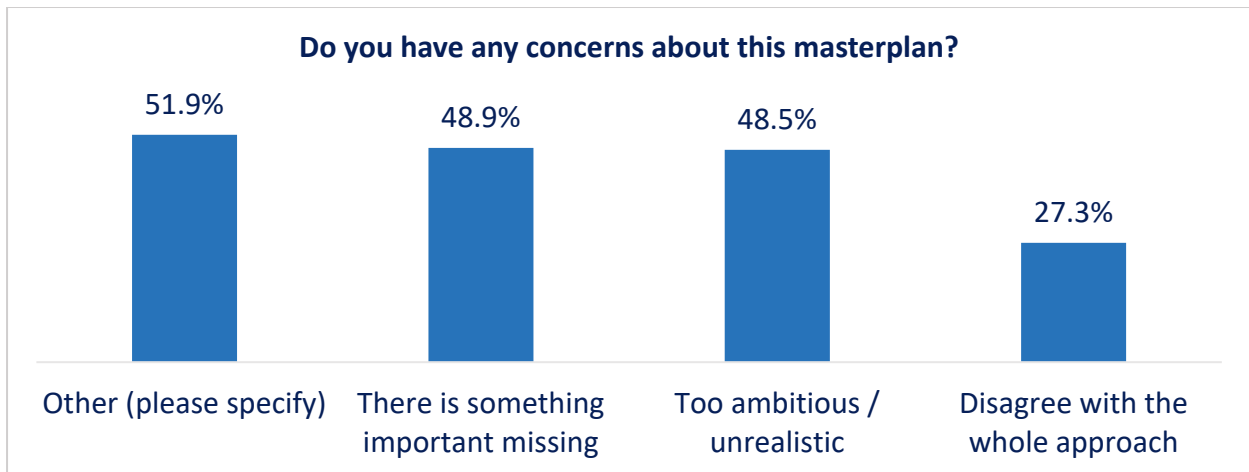


Figure 6: *Do you have any concerns about this masterplan?*

When asked whether they had concerns about the masterplan, most people (51.9%) listed reasons other than those listed for selection. The main potential issues raised amongst the ‘other’ concerns were:

- Reduction in parking provision (19.2%)
- Inclusion of multi-storey/high rise buildings (19.2%)

48.9% of respondents to this question thought that there was ‘something important missing’ and 48.5% that it was ‘too ambitious/unrealistic’.

Do you have any concerns about this masterplan?	Total	%
Other (please specify)	120	51.9%
There is something important missing	113	48.9%
Too ambitious / unrealistic	112	48.5%
Disagree with the whole approach	63	27.3%

Table 5: *Do you have any concerns about this masterplan?*

3.1.7 Question 7: Do you have any other comments or suggestions you would like to make about the Marine Promenade Masterplan?

294 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

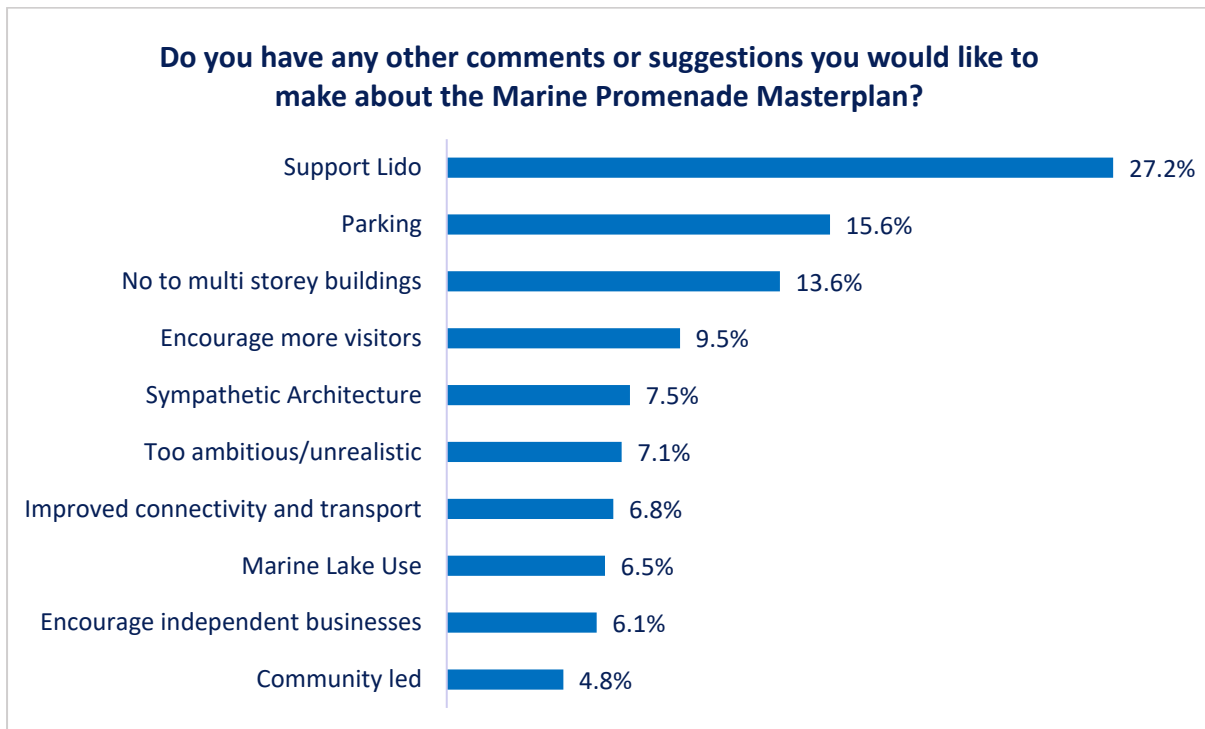


Table 6: Additional comments and suggestions

Support Lido (27.2%)

The most common topic amongst the comments was the Lido/outdoor swimming pool. The majority of these were in support of the development of a new Lido some making the point that it should be affordable to use and deep enough for free/scuba diving.

Parking (15.6%)

Most of these comments were against a reduction in parking provision and the introduction of parking charges. The most prevalent theme was that this would have a detrimental effect on businesses, and also that this would displace parking to residential roads and exclude those unable to travel to New Brighton by other means.

No to multi-storey buildings (13.6%)

Comments in opposition of building high-rise or multi-storey buildings, primarily as it is felt they would obstruct views over the river and are not in keeping with the character of new Brighton.

Encourage more visitors (9.5%)

Support for the concept of encouraging more visitors in general. A popular suggestion included the provision of camper van parking.

Sympathetic Architecture (7.5%)

Architecture/redevelopment should be in keeping with the character of the town, the 1920's Wilkies Amusements façade was particularly mentioned.

Too Ambitious/unrealistic (7.1%)

Concerns that whilst the plans seem impressive, that it is not feasible to complete them. Cost is the primary concern, that there is not enough money to deliver the masterplan, and concerns about the reliance on co-operation from private businesses and external investment.

Improved connectivity and transport (6.8%)

Support for the suggestion of 'hop on hop off' style transit along the promenade such as a land train or tram. Also comments that public transport connectivity should be improved between New Brighton and other areas of Wirral.

Marine Lake Use (6.5%)

There is concern that the Council underestimates how well used the Marine Lake is by open water swimmers, and assurances sought that the lake will still be available for use by this community. Some comments mention that the lake should be maintained and dredged to allow a safe and adequate depth for swimmers.

Encourage independent businesses (6.1%)

A call for local independent businesses be supported to remain or establish in New Brighton, suggestions include favourable rents and lower business rates for locally owned businesses. Comments also noted that independent business quarters must be signposted and accessible both by public transport and active travel methods as well as by car.

Community led (4.8%)

That regeneration must be community led, and that the community must be both consulted with and listened to. Ensure that all demographics are considered.

Do you have any other comments or suggestions you would like to make about the Marine Promenade Masterplan?	Total	%
Support Lido	80	27.2%
Parking	46	15.6%
No to multi storey buildings	40	13.6%
Encourage more visitors	28	9.5%
Make better use of New Brighton's heritage	22	7.5%
Too ambitious/unrealistic	21	7.1%
Improved connectivity and transport	20	6.8%
Marine Lake Use	19	6.5%
Encourage independent businesses	18	6.1%
Community led	14	4.8%

Table 7: Additional comments and suggestions

3.2 Direct Representations

Direct representation was received via 18 emails. 13 came from individuals and 9 were sent on behalf of organisations.

Individual representations:

Similarly to the free text responses submitted to the online survey, all direct representations have been read and themes identified.

The most common theme, raised in 4 responses, was the issue of parking, also raised by 15.6% of online survey respondents. Potential issues with the reduction of parking capacity were raised, these being the detrimental effect on local businesses and displacement of parking to residential roads. There was also a call for multi-storey car park to be constructed.

2 people mentioned the Lido, one in support of the proposition, and the other in opposition stating that it is not commercially viable. The Lido was also a common theme on the online survey, raised by 27.2% of participants.

2 people proposed a skatepark be included in the plans, mentioning Tower Grounds as a suitable site. One person provided potential design ideas for a skatepark.

2 people highlighted that the Floral Pavilion should be supported and invested in. 1 person also mentioned that Fort Perch Rock should be supported and invested in.

2 people wrote to provide feedback about the survey, stating that it was badly structured and that the language was not accessible.

Other individual points were raised, some of which are reflected in the top themes emerging from the online survey, such as that the Marine Lake is well used by open water swimmers, suggestions as to how to encourage more visitors, that buildings should be of high-quality design sympathetic to the area, and that it should all be community led.

Representations from Organisations:

Representations were received from 9 organisations:

Each representation pertained the individual organisation's specific interests and the themes are summarised below:

- The Marine Lake is well used by Open water swimmers.
- A Lido will encroach too much on the Lake and a different location should be sought.
- The Marine Lake should be rehabilitated in terms of dredging and water quality and subsequently maintained.
- Proposed cycle infrastructure would be subject to sand blockages.
- The proposals may be too reliant on third party co-operation and finance.
- Concerns that there is not enough demand for proposed ground level commercial premises.
- The plans should encompass the whole promenade.
- The plans are too ambitious and not realistic.
- General advice to consider water and wastewater infrastructure in planning.
- Advice to consider drainage to mitigate flood risk.
- Highlighting the need for high quality design.
- Reminder for the need for flexibility in development parameters where appropriate.
- Call to consider alterations to permitted use to increase footfall.
- Supportive of public space outside of former Queens Hotel building.
- Advice to seek views from specialist conservation and archaeological advisers.
- Encourage consideration of further enhancements to green spaces.
- Development that is occurring adjacent or within close proximity to the

European sites that are a Special Area of Conservation (SAC), Special Protection Area (SPA) or a site of Special Scientific Interest (SSSI) may have disturbance and pollution impacts and will therefore require a Habitats Regulations Assessment (HRA).

- Reminder to use Impact Risk Zone (IRZ) GIS tool to consider whether a proposed development may affect and SAC, SPA or SSSI.
- Utilise the LCR Recreational Disturbance Avoidance and Mitigation Strategy (RMS) to mitigate potential recreation disturbance caused by residential development.
- Use tools such as Green Infrastructure Framework (GIF) and Green Infrastructure Map, designed to help Local Authorities to consider Green Infrastructure in local plans and new development.
- This masterplan is a good opportunity to ensure that Wirral Local Planning Authority reflect Local Nature Recovery Strategies [LNRS].
- Encourage the incorporation of measures to help improve people's access to the natural environment. Measures such as reinstating existing footpaths together with the creation of new footpaths and bridleways should be considered. Links to other green networks should also be explored to strengthen access networks, reduce fragmentation, and promote wider green infrastructure.
- Development of a lido should be subject of a needs assessment; this will help inform who will benefit from the Lido and associated facilities and where it is best located to meet identified demand.
- Any development that affects the sports facilities, including Tower Grounds pitches, bowling greens, pitch and putt and golf courses, should be in consultation with statutory consultees and informed by an up-to-date Sports Needs Assessment.
- Consider maximising opportunities for physical activity in under-utilised green spaces.
- Ensure high level principles of active design are met and implemented in new, emerging and established built environment, using the Active Design Guide.

3.3 In-Person Event Feedback

Two in-person drop in events were held at Wallasey Central Library on the 3 November and 4 November 2023 between 10am – 5pm each day.

A total of 100 people attended the events across both days. Attendees were able to discuss the masterplan with council officers to provide their views on the draft masterplan and raise any questions or concerns.

Attendees were also given the opportunity to provide anonymous written comments which are set out in Appendix 1.

Below is the summarised feedback from the in person drop-in events held at Wallasey Central Library, and anonymous comments received. The feedback has been divided into common themes below.

General

- The role and purpose of the Masterplan and how does this differ to strategies previously produced for New Brighton.
- Discussion in relation to the proposals being realistic and will they actually happen.
- Discussion on how the delivery of the Masterplan be funded.
- A recognition of the potential of New Brighton and that the Masterplan will make a positive contribution.
- The images were difficult to understand, and a physical model of the proposals would be beneficial.

Infrastructure

- Concern expressed regarding any loss of parking along Marine Promenade, citing how busy the area gets in peak season.
- Important to improve links to Victoria Road.
- Marine Promenade is not safe for cyclists due to dominance of vehicles; there is a need for segregated cycle lanes.
- A large number of respondents supported the idea of a new outdoor pool in New Brighton.
- The proposed lido could be bigger than shown in the Masterplan, given the size of the Marine Lake.
- Marine Lake is well-used by open water swimmers, and this should be protected.
- Public realm enhancements along Marine Promenade should be supported, in particular the provision of green infrastructure.
- Motorists will continue to use their car and reducing parking spaces will displace this issue onto adjacent streets.
- There is a need for an integrated transport strategy, involving improvements to public transport and walking/cycling routes, alongside the long-term reduction in car use.
- The concept of a streetcar and/or park and ride facility at the western end of New Brighton was generally supported.
- Marine Promenade area is not particularly accessible for those with mobility issues.
- There is a strong need for increased local bus services, including from New Brighton Rail Station to Marine Promenade and Victoria Road.
- Bus routes should link directly to the Floral Pavilion as they have done in the past. Customers leaving the Floral Pavilion late at night often feel unsafe as there is little

evening activity along Marine Promenade – bus services should operate into the evening to help address this.

- The pier should be reinstated and a ferry service from Liverpool provided.

Heritage/Built Form

- New Brighton once had a range of attractions, including the outdoor pools, Tower Ballroom, Pier – these have all been lost.
- New Brighton has a unique built form – Victorian architecture is synonymous with seaside resorts of the era.
- Much of the distinctiveness and original features of New Brighton have been lost.
- The Queens Hotel building should be retained and protected as a locally significant heritage asset.
- The former Wetherspoons site is an eyesore and needs to be addressed.
- The existing art deco façade of the New Palace & Adventureland site should be retained.
- The redevelopment of the New Palace and Adventureland site presents an opportunity to secure a higher quality development.
- Need to consider the impact of any tall buildings on adjacent properties.
- Potential to use heritage buses to connect areas of New Brighton as part of the tourist experience – Stagecoach ran a service in Summer 2023 connecting Seacombe to New Brighton, but this was not publicised sufficiently.

Housing

- Affordable homes should be provided as part of any new development – this should include social rented accommodation to help address housing needs.
- Should ensure a mix of house types in new development.

Retail/Leisure

- Support opening up pedestrian routes through to the Victoria Quarter.
- Need to support the sustainability of local businesses on Seabank Road and Victoria Road.
- Potential for new leisure uses in the area e.g., ice rink, go-kart track, climbing walls.
- Need to consider the impact of commercial uses e.g., bars on residential amenity.

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online New Brighton Marine Promenade Masterplan consultation. The registration form included questions regarding demographics including gender, age group, ethnicity, and sexual orientation, however not all questions in the registration form were compulsory and respondents could choose to select 'prefer not to say' or skip the question. The demographics results are summarised below.

The same questions were included on the paper-copy questionnaires.

Most respondents (85.6%) classed themselves as a Local Resident.



Figure 7: Chart displaying registration

The age group profile is illustrated below with the most common age groups being 55-64 years (29.0%), followed by both 45-54 years (21.4%). No responses were received from people aged under 16.

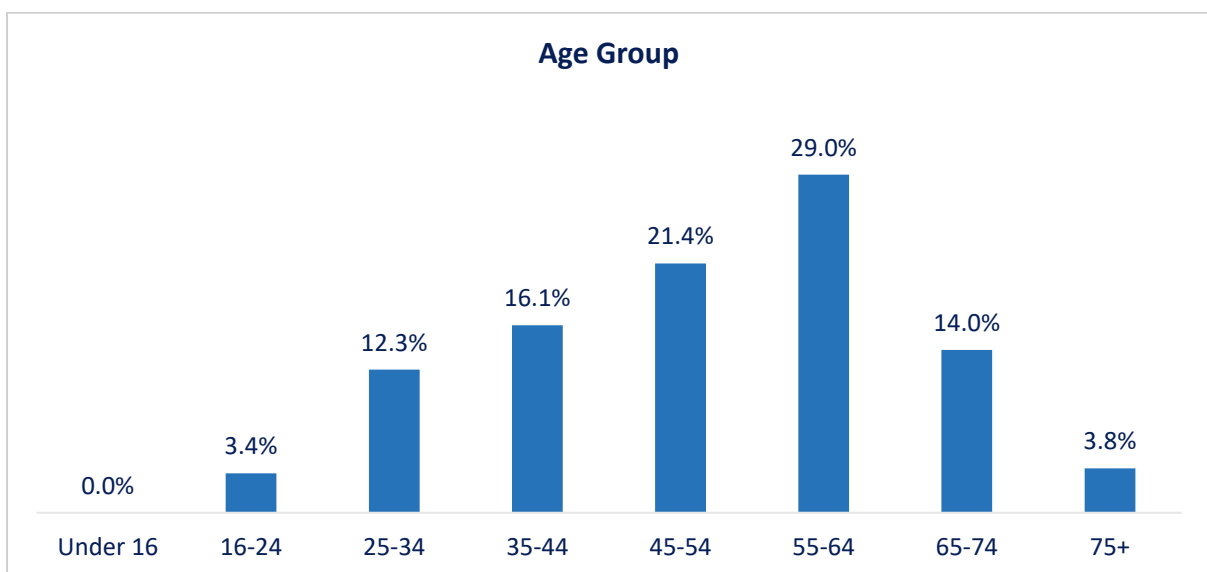


Figure 8: Chart displaying age groups

49.9% of respondents were female and 46.9% male. 3.0% preferred to not say, and 0.2% to use their own term.

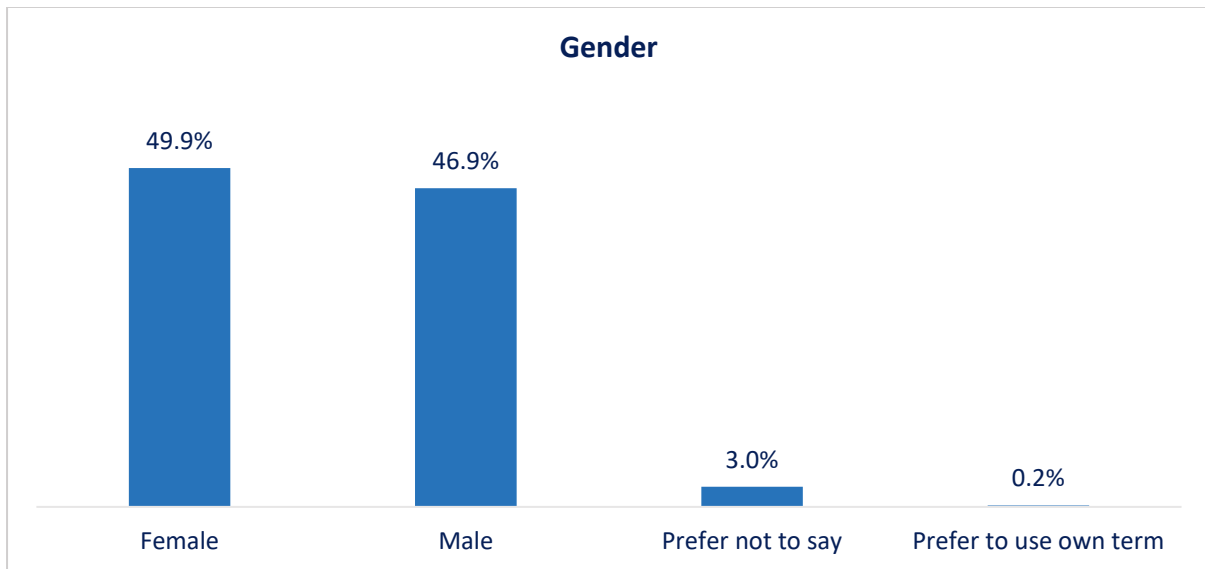


Figure 9: Chart displaying gender

76.6% of respondents were heterosexual, 3.4% were gay/ lesbian and 15.9% preferred not to say.

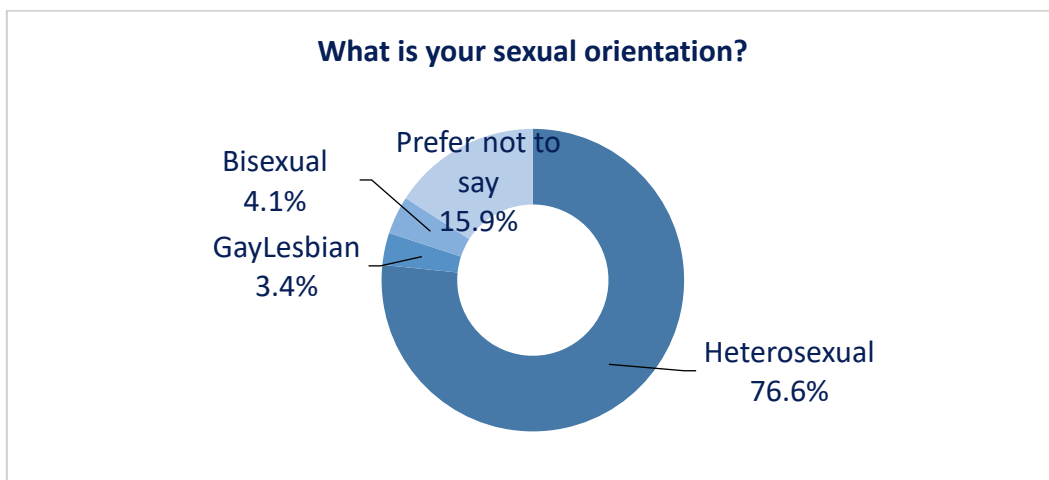


Figure 10: Chart displaying sexual orientation

83.3% said they did not have a disability whilst 9.3% of respondents said that they did. 7.5% preferred not to say.

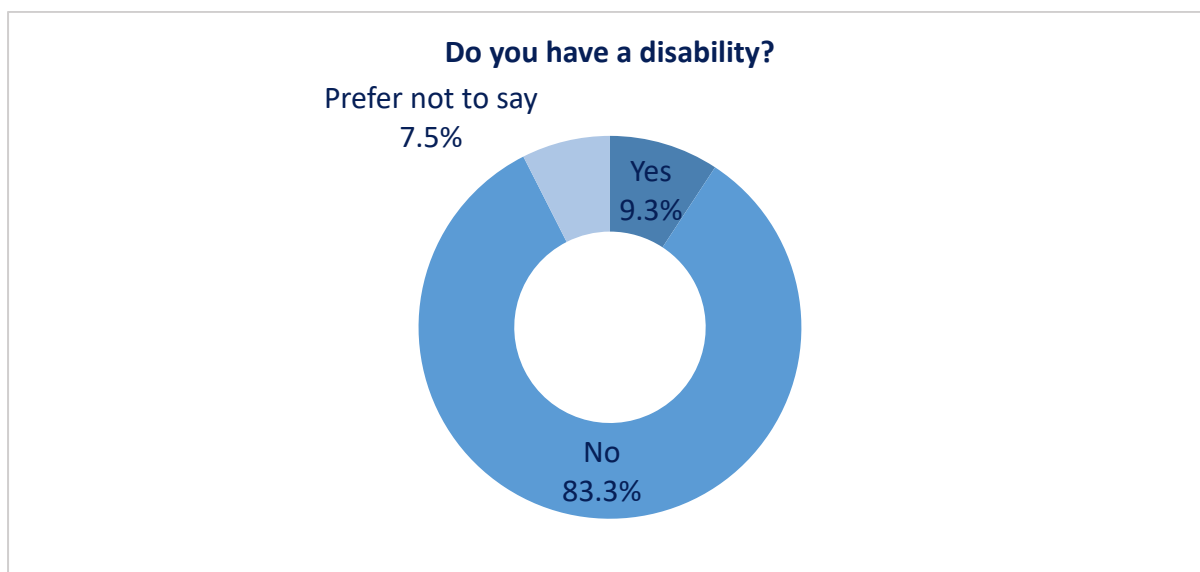


Figure 11: Chart displaying disability

The majority (90.9%) of respondents identified as White – British.

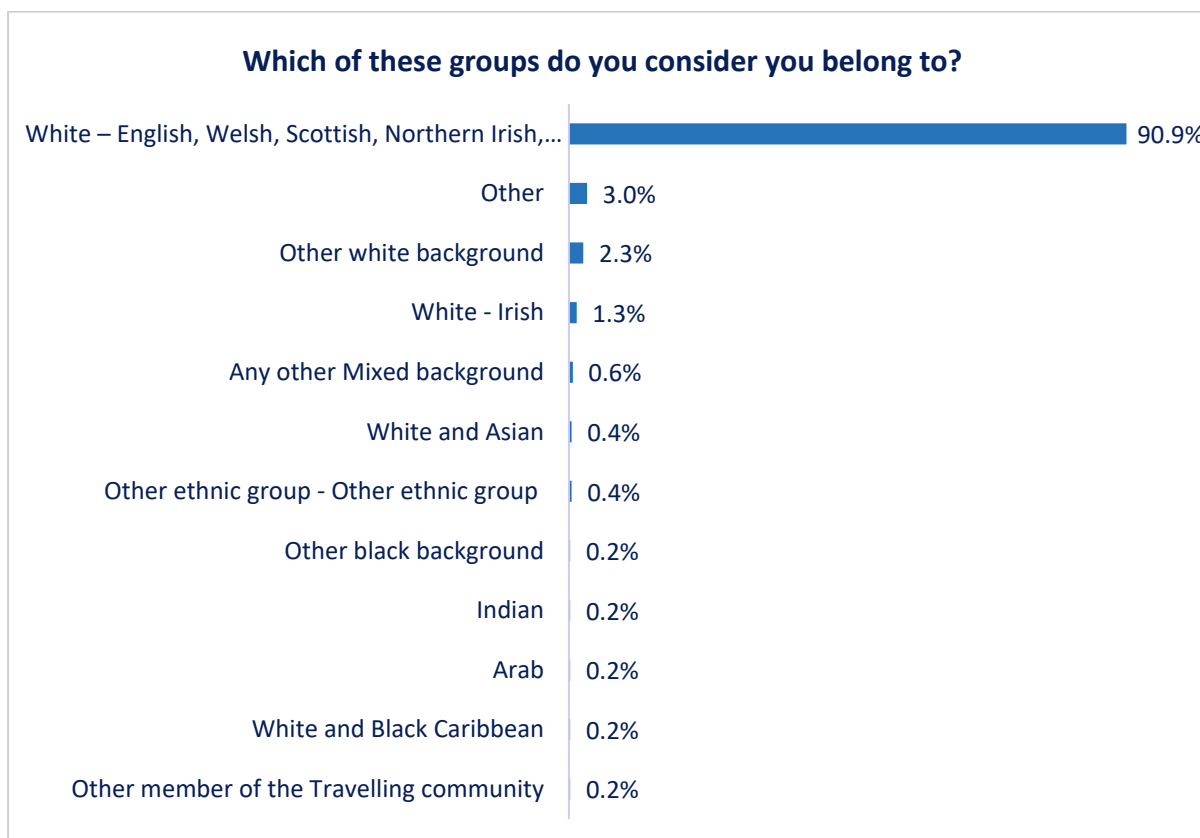


Figure 12: Chart displaying groups

The most represented ward was New Brighton (36.7%) followed by Wallasey (13.7%).

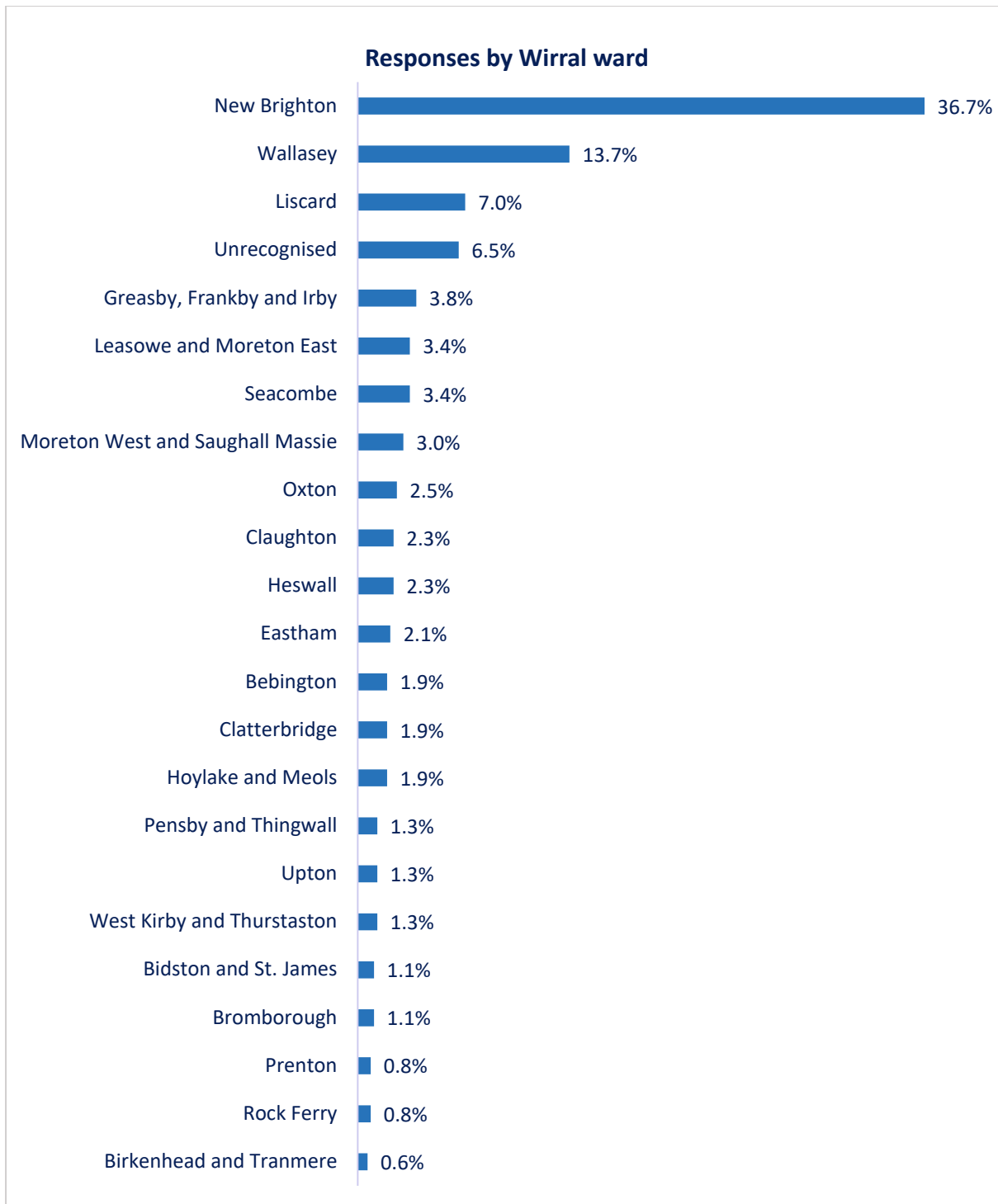


Figure 13: Chart displaying Wirral Ward representation

4.2 Have Your Say - Site Traffic

Reviewing the site activity, visits, and how people visit the site can be useful to evaluate if people are aware of the site, as well as to ensure engagement activities are deployed effectively, and to a wide range of different people – enhancing public engagement in the future. 7219 unique visitors viewed the New Brighton Marine Promenade Masterplan consultation page on the Have Your Say site. Of these, 2839 visited multiple project pages and documents were downloaded 1892 times. 476 people in total completed the questionnaire online.

These figures cannot be viewed as definitive as they are based on site tracking through ‘cookies’ and there are a number of factors that can impact on this. These include that cookies may be disabled or deleted, individuals may access the site multiple times through different devices or different browsers. However, the figures can be used to gauge how much interest has been generated in individual projects through the rate of engaged participants.

The route that people access the site is known as the traffic source. The ‘Have your say’ portal allows analysis to be carried out on traffic source, and if they lead to engagement in the site tools such as the questionnaire. This analysis allows a greater understanding of which communication and promotional tools to use to optimise engagement.

For this project a range of traffic sources have been reviewed and summarised in the table below. Most visits to the site were either from direct visits where people typed the internet address into their web browser (3411) and via social media links (2080), primarily Facebook.

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
DIRECT	3411	1868 (54.8%)	244 (7.2%)
SOCIAL	2080	1040 (50.0%)	107 (5.1%)
REFERRALS	1104	496 (44.9%)	53 (4.8%)
EMAIL	821	286 (34.8%)	31 (3.8%)
SEARCH ENGINE	775	436 (56.3%)	40 (5.2%)
.GOV SITES	3	2 (66.7%)	1 (33.3%)

Table 8: Site traffic sources

Appendix 1: In-person engagement event: Anonymous written responses.

Attendees were also given the opportunity to provide anonymous written comments which are collected below:

- Anything to regenerate the area would be wonderful.
- A misspelling – Objectives paragraph 2 should read ‘principal’.
- The Queens Hotel – please preserve one of the few remaining Victorian elements of the resort. Even if just the façade is kept. Another hotel could be very profitable. Especially as there are few venues left in the town for larger functions e.g., weddings, Christenings etc.
- Lots of good ideas but the façade of the ‘Palace’ should be kept. It is part of the history of New Brighton.
- I am of the older generation but hate seeing New Brighton die. Once a thriving and bustling area enjoyed by all, it has been taken over by new apartments and renovated older buildings. It is so sad that a lot of the older generation are allowed to stop a lot of suggestions. Support local businesses, a theme park, rides etc. Stop tearing down the historic places, they have a lot to offer.
- The Lido – Wirral would really benefit from a pool. There are not many cold-water swimming groups in need of clean safe water to dip and swim in. It was so sad when the baths was destroyed. A lido would be amazing – make it BIG!
- I think a pool is sadly missed, for young and old alike. It would have to have an opening roof, waves, slides etc. Also support a ferry being reinstated from Liverpool and surrounding areas.
- New Brighton Palace – the Art Deco building please do not tear that down. It is beautiful and unique.
- I think the plans to strengthen links to the Victoria Quarter are a great idea, as it is good to support the independent businesses. A climbing wall/Go-Kart track could also be good. As people have commented previously, retaining/maintaining historic buildings (The Fort/Queens/Art Deco frontage etc) should have a priority. Also only lived here for a few decades but as I understand it – historically the outdoor pool was a huge draw to the area?
- Yet again East Wirral gets concreted over while West Wirral keeps its openness. Same old, same old. Clear who local politicians represent and it isn’t the people of East Wirral.

- Important to strengthen links and open up routes to Victoria Road to support independent businesses. Maintain 'Art Deco' buildings on front and old Queens Hotel & Fort. Will need to maintain a decent level of parking spaces. Very steep hills in New Brighton, combined with very strong winds mean cycling opportunities are very limited. Overall plan looks ok. A video film presentation would be helpful.
- Please install cycle repair stations along the promenade – New Brighton to Seacombe and New Brighton to Hoylake.
- Please protect free wild swimming and no fees for swimming in the lido if we manage to get one.
- We must maintain and build on the history of New Brighton. There have been too many historic buildings pulled down. There should be no high-rise flats built – the Cliffs is an eyesore.
- Definitely need a swimming pool with roof for indoor swimming in the Autumn/ Winter months. Another club for young people to socialise- a recreation club. Nothing for young people to do otherwise.
- Please preserve the Queens Hotel
- Floral Pavilion – request that during performances, people do not replenish their drinks in the theatre because it is disruptive. Love all the plays and tributes. Should look at history of Tommy Mann's tram.
- Who owns the green triangle on the other side of Belmont Road, rear of houses?
- I am afraid all the tall buildings would ruin the laid-back atmosphere which, along with free parking, now brings so many people to walk around the lake and the prom. Would these plans help existing small businesses?
- Many of the ambitions will not materialise. So much property is privately owned that compulsory purchase will be necessary and will encounter many obstacles.
- Hard to follow – need a physical model.
- Keep buildings low, provide lots of car parking, keep attractive walking places away from cars.
- Support a new swimming pool, skating rink, viewing tower, more tall buildings, electric parking.
- Hard to follow plans, please put a Lido or pool back in New Brighton, in line with other Seaside resorts.
- Don't understand where the existing cars will park? Otherwise looks good.
- If you reduce parking, hopefully there will be sufficient disabled parking available as there isn't any at the moment.

- The present under-used/scarcely used Marine Lake is a shame. If it is viable to have a lido there, it would be great.
- I would love an outdoor pool, the water at present in the Marine Lake is not inviting.
- Would support ice rink and ferries.
- Spend money on more bins so that the beaches are cleaner
- Leave Fort Perch Rock alone. It is a great resource and restricting parking will hinder growth. The lido plan is ridiculous - we've been there before with Marine Point, and it isn't viable.
- The empty plots on the front have failed to attract any commercial development after years. It may be that housing is the only way to get rid of these eyesore undeveloped plots.
- Would be better to build housing, if this is the only way to get rid of the empty plots on the front.
- Would support go-karts, pool, trampolines, roller-rink, and slides.
- Former Coop site – the proposals eliminate the only car park near this are. Currently, access for people of limited mobility with use of a vehicle is difficult but spaces can be found on-street at times. This proposal is all fine and dandy for able-bodied people but misses the opportunity to offer more parking spaces locally for those unable to walk up the hill from the main car parks. It increases building density as well. The roof garden is a nice idea, but I would suggest a split between half rooftop parking and half garden, perhaps split level allowing for a sheltered terrace beneath a jettied garden.
- New Brighton is now very popular on weekends/ summer. Especially on sunny or very windy days for atmosphere, views, walks on prom, dogs, bite to eat, but these trips are not planned days ahead. They are mostly weather dependent – in summer it is important to cool down here. People can come easily by car, lack of parking HUGELY deterring such visits. People bring sogs, picnics, sun & sand equipment. Is this plan principally to fill Council coffers?

